

# Wyoming's Prevention Framework to Reduce the Misuse of Alcohol

## Converse County Community Implementation 2008



## Table of Contents

Introduction.....	3
Outcome Based Prevention.....	4
Purpose.....	4
Workbook Goals.....	5
Workbook Organization.....	5
Revisiting the Needs Assessment and Strategic Plan.....	6
Steps to Creating a Strategic Plan.....	9
Identification of Community Prevention Efforts.....	10
Creating a Prevention Calendar.....	11
Appendix A: Causal Areas and Evidence Based Strategies.....	16
Appendix B: Timeline Example.....	29
Appendix C: Building Your Google Calendar.....	31

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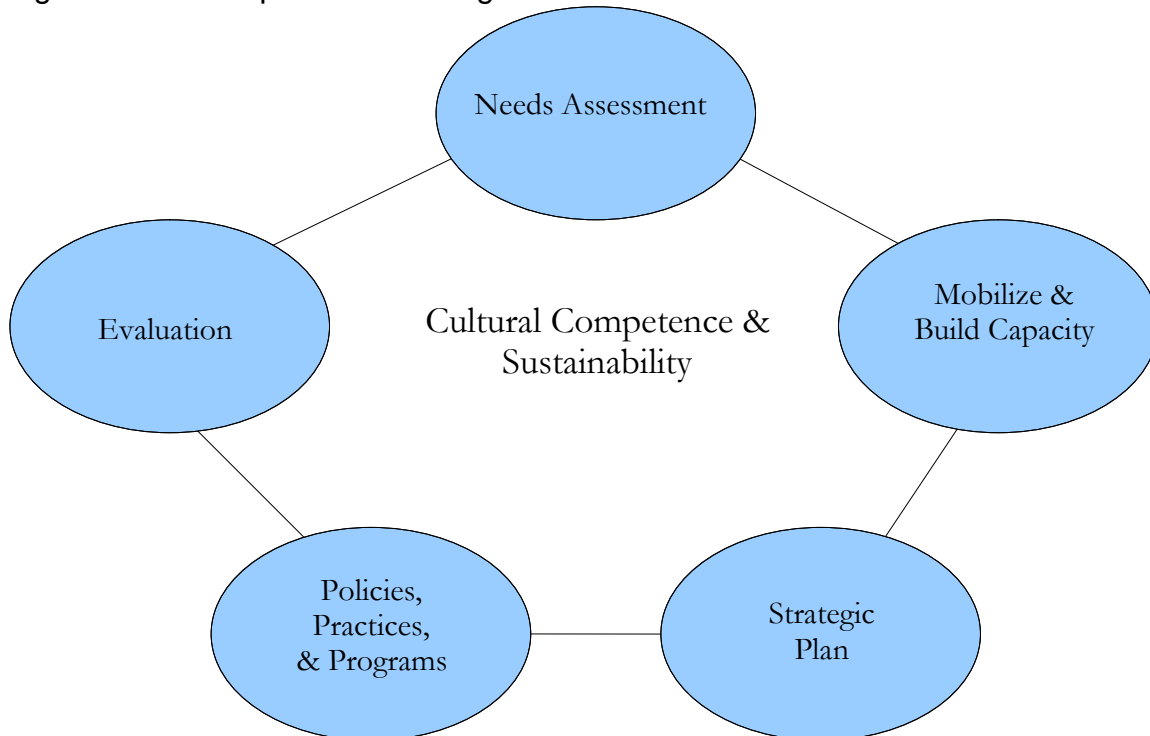
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## Introduction

Wyoming received the Strategic Prevention Framework State Incentive Grant (SPF SIG) from the Federal Substance Abuse Mental Health Services Administration (SAMHSA) on September 30, 2004, along with 20 other states and territories.

The purpose of the project is to implement the five components of the SPF planning model at both state and community levels in Wyoming. The following diagram details this process.

Figure 1. Five Steps of the Strategic Prevention Framework Process

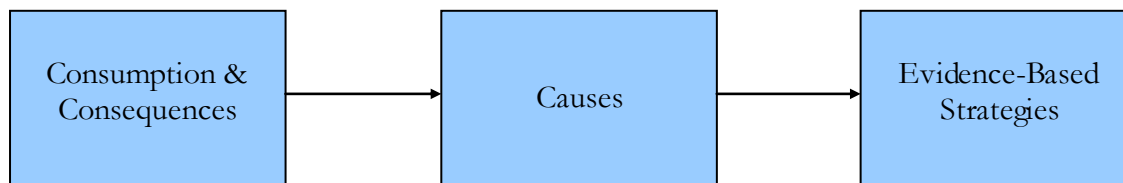


At the state level, Wyoming has completed the needs assessment and strategic plan. Mobilization and capacity building take place throughout the project. Wyoming's needs assessment identified the targeted problem as the misuse of alcohol and its consequences, and Wyoming's allocation strategy funds all 23 counties and the Wind River Reservation as Prevention Framework (PF) community grantees. On June 15, 2007 grantees submitted their local needs assessments, and in September 2007 grantees completed their strategic plans outlining the evidence-based strategies they will implement over the next three years. An evaluation workbook was completed with each community during the winter of 2007/2008.

## Outcome-Based Prevention

The foundation of the PF process is the outcome-based prevention model.

Figure 2. PF Needs Assessment Logic Model



In this model a community details its substance-related consumption and consequence data, researches the causal areas that may impact these problems, and chooses evidence-based policies, practices, and programs to address the identified causal areas.

## Purpose

The purpose of this workbook is to help PF funded communities create a multi-year implementation plan that provides a blueprint for how to reach their goals. This means you will use this workbook to create timelines and benchmarks for your work between now and the fall of 2010, and you will use this workbook to coordinate the many prevention efforts taking place in your community. This workbook will also serve as your application and next year work plan for PF funding between October 1, 2008 and September 30, 2009.

This workbook differs from your PF strategic plan in many respects. First, the strategic plan linked the causal areas identified in your community needs assessment to evidence-based strategies. These strategies were listed, but very little was done to detail how they might be implemented over the course of the project. Second, while the strategic plan identified strategies funded by the PF project it did not require you to integrate these strategies with other efforts in your community.

Keep in mind that Wyoming has identified the targeted need for this project as the misuse of alcohol.

### **“Misuse of alcohol” means that:**

1. The primary target for the PF is underage drinking, and adult binge drinking. Underage drinking refers to any use of alcohol by anyone under the age of 21, while adult binge drinking refers to those 18 years and older who have five or more drinks on any one occasion.
2. The secondary target for the PF is the most significant consequences of the misuse of alcohol in Wyoming: alcohol-related crime, alcohol-related motor vehicle crashes, and alcohol dependence and abuse.

## Workbook Goals

The implementation plan decided upon here will lead to the following tasks.

### **Revisit your Needs Assessment and Strategic Plan**

This workbook requires that you take a second look at your community needs assessment and strategic plan. This section will give you the chance to update any changes you may have to your community's targeted causal areas or to your community's chosen evidence-based strategies.

### **Identification of Community Prevention Efforts**

One of the goals of this workbook is to help you integrate prevention planning in your community through the identification of all of your community's prevention efforts in order to communicate and plan together as well as collaborate when appropriate. Some of the efforts may be PF related while others may not be. For example, your community is likely already working on the Most of Us, FACE, and The Line campaigns. You also have a Prevention Block Grant provider and Tobacco Prevention Coalition. By identifying all of the prevention efforts and stakeholders in your community you can better create a multi-year plan.

### **Create a PF Calendar**

The final product of this workbook will be a calendar that details your implementation plan from October 1, 2008 to September 30, 2010. This calendar will include the major benchmarks for your PF project and for other relevant prevention efforts in your community. It is intended to both keep your work on track and help you to integrate and collaborate with other prevention projects.

### **Budget for FY2009**

Finally, you will be asked to complete a budget for October 1, 2008 to September 30, 2009.

## Workbook Organization

Again, there are three major sections in this workbook. They should be completed by the PF coordinator working with the local community advisory council (CAC) when appropriate. The PF coordinator and TA providers will make site visits as necessary during July 2008 to work with you and your CAC to complete this workbook. Again, this workbook will serve as your next year work plan and application. It is due on August 15, 2008, and the Mental Health and Substance Abuse Services Division will review and approve these as part of the contract process that will be complete by September 30, 2008.

A final copy of the Implementation Workbook should be submitted electronically to:

Keith Hotle, SPF SIG Coordinator  
Wyoming Mental Health and Substance Abuse Services Division  
[keith.hotle@health.wyo.gov](mailto:keith.hotle@health.wyo.gov)  
(307) 777-3352

## Revisiting the Needs Assessment and Strategic Plan

Please complete Table 1 below using information from the community needs assessment and strategic planning workbooks. At this point it is appropriate for you to change your prioritized causal areas if circumstances in your community have changed and you have data to support this change. It is also appropriate to change your chosen strategies at this point. You may already have accomplished a policy change or you may realize that your chosen strategies don't fully address your causal areas. This is the time to revisit and update your strategic plan.

In updating your strategic plan keep a couple of things in mind. First, the goal of the PF project is to decrease alcohol consumption (adult binge drinking and underage drinking) and its consequences (alcohol-related crime, motor vehicle crashes, dependence, and abuse) in your **Community**. You should look at the evidence-based strategies in your current strategic plan and ask yourself, "will these strategies change alcohol-related problems at a community level?" Keep in mind that though a mentoring program is a good evidence-based prevention program it is unlikely by itself to make community level change. With this in mind we **Strongly Suggest** that your strategic plan include environmental policy change, and we believe the best strategic plan will be a comprehensive set of strategies that lead to community level change. Evidence-based strategies you have chosen or have changed from your strategic plan should be from the list below. A full description of these policies by causal area can be found in Appendix A, but in general they include the following:

### Retail Availability

- Mandatory Responsible Beverage Service
- Compliance Checks
- Outlet Density
- Happy Hour Restrictions
- Warning Signs Posted at Retail Establishments

### Criminal Justice

- Enforcement
- Judicial Changes
- Public Awareness of Enforcement

### Social Availability

- Social Host Liability
- Restricting Access to Alcohol
- Party Patrols
- Restriction on Drinking Locations and Possession
- Curfew Ordinances
- Noisy Assembly Ordinances

### Promotion

- Advertising Restrictions
- Counter Advertising
- Billboard Bans
- Media Advocacy Education

## Community Norms

- Alcohol Restrictions and Security at Community Events

The first step in the implementation workbook process is to list the Causal Areas and Evidence- Based Strategies identified in your current Strategic Plan.

**Table 1. Targeted Causal Areas and Identified Strategies**

Potential Causal Areas	Is Your Community Targeting this Causal Area? (Yes or No)	What Evidence-Based Strategies are being Implemented to Address this Causal Area?
Ranks #4 Retail Availability	YES	1. Responsible Beverage Service Training 2. Compliance Checks
Ranks #6 Criminal Justice	YES	1. MAP – Court monitoring of 1 <sup>st</sup> offenders with alcohol convictions to reduce recidivism (Judicial Change) 2. Public Awareness of Enforcement
Ranks #2 Social Availability	YES	1. Social Host Liability 2. Party Patrols 3. Curfew Ordinances 4. Alcohol-Free Alternative Activities and Events
Ranks #5 Promotion	NO	
Ranks #1 Community Norms	YES	1. School-based social norms marketing campaign 2. Coalition and Capacity Building
Ranks #3 Individual Factors	YES	1. MAP – Court monitoring of 1 <sup>st</sup> time offenders to facilitate appropriate treatment for identified substance abusers and substance dependent offenders (Judicial Change)

Potential Causal Areas	Is Your Community Targeting this Causal Area? (Yes or No)	What Evidence-Based Strategies are being Implemented to Address this Causal Area?
		<p>2. Workforce Drug-free Policy Training for Converse area businesses and agencies</p> <p>3. Wellderly – Identification and mentoring of elderly substance abusers by peers</p>

### Question 1.

Have your targeted causal areas changed? If yes, what data supports this change?

The targeted causal areas have not changed nor the ranking in priority.

### Question 2.

Have your chosen evidence-based strategies changed from the original? If yes, what are the changes and why did you make them?

#### **ADDITION of Evidenced Based Strategies**

Causal Area: Community Norms, Social Availability

Adopt city resolutions to require separate, enclosed alcohol dispensing rooms for special permits and prohibit people from leaving these areas with alcoholic beverages. Dispensing could not take place at Oktoberfest, Jackalope Days, Deer Creek Days without an enclosed separate area from where youth are present. By restricting how alcohol is sold at community events we can reduce youth exposure to alcohol and the subsequent availability. This policy change will be supported with the use of mass media identifying the policy initiatives and gaining key leaders support.

Casual Area: Individual, Criminal Justice

A county-wide Youth Diversion program has been created in Converse (using Community Initiative funding) that will provide intervention for underage drinkers. By offering a positive alternative to juvenile court, youth may experience improved self-image, social skills and attitudes toward the legal system by having youth work with adult mentors in structured environments. This strategy will impact the PF



project with the potential to reduce underage alcohol use and/or reduce the subsequent recidivism rate demonstrated by these individuals.

## Identification of Community Prevention Efforts

In Table 2 below, list all prevention efforts and initiatives running in your community which may impact the PF project. The table has been pre-populated with a number of projects that are likely in your communities already, and several blank rows have been included for other potential projects. Also, list the strategies being implemented, any important dates that each program has identified on their implementation calendar, if any, and the local contact for each project.

**Table 2. Local Community Prevention Efforts**

Local Prevention Initiatives other than the PF	Strategies	Critical Dates	Local Contact
Federal Prevention Block Grant	Drug abuse Prevention		Bob Shinmori
Most of Us social norming campaign	Message Development using PNA data Test Phase School & Community Campaign	November 08 December 08 January-Sept 08	Jane Osborne County PF Coordinator
The Line social marketing campaign	Integration of Most of Us Messages using The Line tools	October 08 – September 09	Jane Osborne
Wyoming's First Lady's Initiative	Local support of First Lady's Initiatives		Lori Emmert
Community Initiative to integrate prevention	Youth Diversion		Mike Marcus
FACE			
State Sponsored Anti-Drug			

Programs			
School Prevention Programs	Safe & Drug-free Schools Too Good For Drugs	September 2008- May 2009	Troy Lake
Law Enforcement Prevention Programs	Chiefs & Sheriffs Community Pilot Project, Party Patrols		Lori Emmert
Suicide Prevention Programs	Reduction of teen suicide rate		Bob Shinmori
Wyoming Tobacco Prevention and Control Program	Community Awareness, Media Advocacy, Pre-activities for Ordinance changes, Anti-tobacco Campaigns	November 08 February 09 March 09	Sean Phillips
MAP-Court ordered assessment and monitoring for 1 <sup>st</sup> Offenders	Appropriate substance abuse treatment referrals for individuals. Appropriate parole and court monitoring of 1 <sup>st</sup> Offenders.		Judge Case Probation & Parole Solutions For Life

## Creation of a Prevention Framework Calendar

This section requires you to work with your CAC to create a two year calendar for the PF project. You will do this by placing the steps to accomplish each strategy in your revisited strategic plan and each strategy from Question 4 above on a Google Calendar. The directions on how to use Google Calendar are below, and Table 3 provides a template for how to plan each of your PF strategies. It is not necessary to list all the steps required to accomplish the strategies of other local prevention initiatives. Rather, it is important to know about when and where these strategies will take place in order to plan your own efforts. For example, if the local tobacco coalition is attempting to pass a smokefree ordinance in the summer of 2008 you may want to wait to push the city council to address alcohol ordinances at community events until 2009. An example of an Activities Calendar for a secondhand smoke ordinance, without identification of responsible parties, can be found in Appendix B.

**Table 3. Steps to Accomplish PF Strategies**

Strategy:		
Action Steps	Day/Month/Year of Completion	Responsible Party
Beverage Service Training Douglas Glenrock	January 2009 December 2008	PF Coordinator
Most of Us Youth Message Development Community Message Develop. Pilot Messages Marketing Campaign	November 2008 November 2008 Dec 2008 – Feb 2009 Mar 2009 – Sep 2009	PF Coordinator Block Grant Coordinator Tobacco Prevention Coordinator
MAP ASI Evaluations	October 2009 – Sept 2009	SFL ASI Evaluator
Workforce Drug-free Policy Training Douglas Glenrock	January 2009 January 2009	PF Coordinator
School-based Social Norm Youth Strategies Douglas Glenrock	October 2008 – May 2009 October 2008 – May 2009	DPD School Resource Officer PF Coordinator Glenrock High School SADD
City Resolution – Special community event alcohol permits Media Education Campaign Presentation to City Councils Resolution Adopted Douglas Resolution Adopted Glenrock	October 2008 – March 2009 January 2009 March 2009 March 2009	Human Resource Council Prevention Committee
County & City Ordinance Review & Compilation	January - March 2009	PF Coordinator
Alcohol-Free Community Events	Quarterly 2008-09	Human Resource Council
Coalition Meetings	Monthly 2008-09	Human Resource Council

Take the information from Table 3 and transfer it into a Google Calendar. The purpose of the Google Calendar is to help coalition members, WyPTAC, WySAC, and State Prevention Coordinators follow your progress and provide support and technical assistance. Please find instructions for building your Google Calendar in Appendix C.

## Prevention Framework Budget for October 2008 through September 2009

<b>COST DESCRIPTION</b>	<b>STRATEGY 1 Most of Us &amp; School based Social Norm strategies</b>	<b>STRATEGY 2 Special Permit at Community Events Resolution</b>	<b>STRATEGY 3 MAP</b>	<b>TOTAL BUDGET</b>
<b>PERSONAL SERVICES</b>				
Salaries & Wages			16,223.00	16,223.00
Employer Paid Benefits			2,455.00	2,455.00
<b>SUPPORTING SERVICES</b>				
Communications:				
Internet	116.67	116.67	116.66	350.00
Telephone				
Vehicle Expenses				
<b>TRAVEL/TRAINING/MEETINGS</b>				
Travel In-State	500.00	500.00	500.00	1,500.00
Travel Out-of-State	500.00	500.00	500.00	1,500.00
Training Costs				
Miscellaneous Meeting Exp.				
<b>SUPPLIES</b>				
Consumable Supplies				
Commercial Printing	250.00	250.00		500.00
Publications Purchased				
<b>ADVERTISING/MEDIA COSTS</b>	1,250.00	1,250.00		2,500.00
<b>EQUIPMENT RENTAL</b>				
<b>CONTRACTUAL SERVICES (please describe)</b>				
<b>1. Jane Osborne, PF Coordinator</b>	10,714.34	10,714.33	10,714.33	32,143.00
<b>2. WYSAC</b>	1,232.34	1,232.33	1,232.33	3,697.00
<b>3. WypTAC</b>	1,972.00	1,972.00	1,972.00	5,916
<b>4.</b>				
<b>5.</b>				
<b>OTHER COSTS (specify)</b>				
<b>A. Indirect – Solutions For Life</b>	1,972.00	1,972.00	1,972.00	5,916.00
<b>B. Alcohol Free Alternative Events</b>	629.00	629.00		1,258.00
<b>C.</b>				
<b>D.</b>				
<b>TOTAL</b>	19,136.35	19,136.33	34,685.32	73,958.00

